

# Comparisons of Job Characteristics

Focus Occupation: **Market Research Analysts (19-3021)**

Associated Occupation: **Economists (19-3011)**

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

## Knowledge

Similarity of Focus Occupation to Associated Occupation: 78

Focus Occupation: Market Research Analysts (19-3021)

Associated Occupation: Economists (19-3011)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
English Language	11.2	18.9	17.6	0	Current knowledge level may be sufficient
Mathematics	9.2	17.9	11.5	<<	Extensive education and/or training may be required
Economics and Accounting	4.4	17.7	8.2	<<	Extensive education and/or training may be required
Computers and Electronics	8.4	14.4	12.3	<	Expanded education and/or training may be required
Law and Government	5.9	11.0	4.6	<<	Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Skills

Similarity of Focus Occupation to Associated Occupation: 95

Focus Occupation: Market Research Analysts (19-3021)

Associated Occupation: Economists (19-3011)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Critical Thinking	10.8	13.6	11.6	<	A higher skill level may be required
Complex Problem Solving	9.1	13.0	11.5	<	A higher skill level may be required
Writing	9.2	13.0	12.2	0	Current skill level may be sufficient
Mathematics	6.2	12.3	9.1	<<	Extensive development of skills in this area may be required
Judgment and Decision Making	9.4	12.0	11.9	0	Current skill level may be sufficient
Systems Analysis	6.5	11.5	10.4	<	A higher skill level may be required
Systems Evaluation	6.4	9.7	9.8	0	Current skill level may be sufficient

Operations Analysis	5.0	9.1	9.2	0	Current skill level may be sufficient
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The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 96			
Focus Occupation: Market Research Analysts (19-3021) Associated Occupation: Economists (19-3011)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Expression	12.4	15.9	13.9	<	Some improvement in abilities may be required
Written Expression	9.8	15.7	14.8	0	Current ability level may be sufficient
Oral Comprehension	12.5	14.8	13.9	0	Current ability level may be sufficient
Written Comprehension	11.0	14.5	14.8	0	Current ability level may be sufficient
Deductive Reasoning	10.6	13.2	13.6	0	Current ability level may be sufficient
Inductive Reasoning	10.2	12.5	12.8	0	Current ability level may be sufficient
Mathematical Reasoning	6.3	11.6	11.5	0	Current ability level may be sufficient
Number Facility	6.3	11.3	10.1	<	Some improvement in abilities may be required
Fluency of Ideas	7.6	10.1	12.0	>	Current ability level is likely sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 100
Focus Occupation: Market Research Analysts (19-3021) Associated Occupation: Economists (19-3011)		
Work Activities	Exclusivity of Activity	
Advise clients or customers	19	
Advise governmental or industrial personnel	28	
Analyze scientific research data or investigative findings	27	
Analyze social or economic data	63	
Collect scientific or technical data	30	
Collect social or personal information	70	
Collect statistical data	47	
Communicate technical information	4	
Compile numerical or statistical data	38	
Conduct field research or investigative studies	52	
Conduct market research	80	
Confer with research personnel	50	
Create mathematical or statistical diagrams or charts	43	

Develop or maintain databases	30
Develop plans for programs or projects	31
Develop policies, procedures, methods, or standards	21
Develop tables depicting data	33
Direct and coordinate activities of workers or staff	3
Direct and coordinate scientific research or investigative studies	27
Explain complex mathematical information	30
Follow confidentiality procedures	58
Forecast or predict phenomena based upon research data	71
Interpret charts or tables for social or economic research	70
Learn trends in world trade	89
Maintain awareness of social trends	71
Make presentations	13
Monitor consumer or marketing trends	74
Perform statistical modeling	76
Plan scientific research or investigative studies	48
Plan surveys of specified group or area	80
Prepare reports	8
Prepare technical reports or related documentation	22
Provide expert testimony on research results	66
Recognize interrelationships among individuals or social groups	74
Recognize interrelationships among social statistics or indicators	77
Recommend further study or action based on research data	60
Use computers to enter, access or retrieve data	3
Use current social research	62
Use interviewing procedures	23
Use knowledge of economic trends	77
Use knowledge of investigation techniques	16
Use labor market information	87
Use library or online Internet research techniques	21
Use mathematical or statistical methods to identify or analyze problems	30
Use oral or written communication techniques	1
Use public speaking techniques	13
Use quantitative research methods	35
Use relational database software	26
Use scientific research methodology	21
Use spreadsheet software	18
Use word processing or desktop publishing software	17
Write business project or bid proposals	48

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

**Tools and Technologies that Both Occupations Have in Common**

**Similarity of Focus  
Occupation to Associated  
Occupation: 93**

**Focus Occupation: Market Research Analysts (19-3021)**  
**Associated Occupation: Economists (19-3011)**

Tools and Technologies	Exclusivity
Business function specific software	1
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Data management and query software	1
Development software	4
Finance accounting and enterprise resource planning ERP software	2
Industry specific software	1
Information exchange software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.